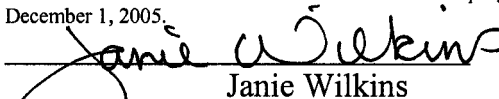


## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: )  
)  
**Tetsuyuki MUTO et al.** ) Art Unit: 2179  
)  
Serial No. 09/943,601 ) Examiner: Nguyen, Nhon D.  
)  
Filed: August 30, 2001 )  
)  
For: **Scheme for Posting Advertisements on** )  
**Comprehensive Information Viewing** ) Attorney Docket No.: 44471/263225  
**Device** )

## CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this correspondence is being electronically filed with the United States Patent Office via the EFS Web Beta program on December 1, 2005.

  
Janie Wilkins

DATE: December 1, 2005

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**THIRD RESPONSE**

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Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Responsive to the Office action dated September 1, 2005 in the patent application identified above, please enter the following amendments and reconsider the application in view of the appended remarks.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 11 of this paper.

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended)      A method for posting advertisements, comprising the steps of:

(a) displaying multiple Web pages on a display screen of a comprehensive information viewing device, each of the Web pages being displayed at a position determined by its Web page attribute information; and

(b) displaying a first advertisements ~~each of~~ which relates to Web page attribute information of one of the Web pages on the display screen of the comprehensive information viewing device, wherein ~~each of~~ the advertisements is displayed in a vicinity of a ~~respective related~~ the Web page;

(c) displaying overlay information between the Web page and another one of the Web pages, the overlay information representing a number of users or user attribute information of users who made transitions between the Web page and the other one of the Web pages; and

(d) displaying a second advertisement which relates to overlay attribute information of the overlay information in a vicinity of the overlay information.

2.-4. (Cancelled).

5. (Currently amended)      The method of claim 4 1, wherein the step (c) displays the overlay information in animation, and the step (b) displays the first advertisements in animation.

6. (Currently amended) The method of claim 4 1, further comprising the step of determining a position for displaying ~~each~~ the second advertisement according to a user attribute information ~~contained in~~ of the overlay information displayed on the display screen.

7. (Previously presented) The method of claim 1, further comprising the step of searching the multiple Web pages to be displayed by the step (a) according to a user input at the comprehensive information viewing device.

8. (Previously presented) The method of claim 1, further comprising the step of: obtaining images of the multiple Web pages to be displayed by the step (a) at a plurality of Web page image formation devices and providing the images to the comprehensive information viewing device in response to Web page image requests from the comprehensive information viewing device, wherein the Web page image formation devices are provided on a network to which the comprehensive information viewing device is connected.

9. (Original) The method of claim 8, wherein at the obtaining step, the Web page image formation devices obtain the images requested by the comprehensive information viewing device by acquiring data of the multiple Web page from Web servers and carrying out image formation processing for the multiple Web pages, by using existing Web browsers respectively provided in the Web page image formation devices.

10. (Previously presented) The method of claim 8, wherein at the obtaining step, each Web page image formation device has a Web page image storing unit for storing existing images of some Web pages in advance, and obtains each image by reading out the existing image stored in the Web page image storing unit when an image of a Web page requested from the comprehensive information viewing device is stored in the Web page image storing unit.

11. (Original) The method of claim 8, wherein at the obtaining step, the plurality of Web page image formation devices share a common Web page image storing unit for storing existing images of some Web pages in advance which is provided on a network to which the plurality of Web page image formation devices are connected, and obtain each image by reading out the existing image stored in the common Web page image storing unit when an image of a Web page requested from the comprehensive information viewing device is stored in the common Web page image storing unit.

12. (Original) The method of claim 8, further comprising the step of distributing the Web page image requests from the comprehensive information viewing device among the plurality of Web page image formation devices according to a loaded state of each Web page image formation device, at a load balancing server provided between the comprehensive information viewing device and the plurality of Web page image formation devices.

13. (Currently amended) A system for posting advertisements, comprising:  
a Web page display unit configured to display multiple Web pages on a display screen of a comprehensive information display device, each of the Web pages being displayed at a position determined by its Web page attribute information; and  
an overlay display unit configured to display overlay information between two of the Web pages, the overlay information representing a number or user attribute information of users who made transitions between the two of the Web pages; and  
an advertisement display unit configured to display a first ~~advertisements each of~~ which relates to Web page attribute information of one of the two Web pages ~~on the display screen of the comprehensive information viewing device, wherein each of the advertisements is displayed in a vicinity of a respective related~~ the one of the two Web pages and a second advertisement which relates to overly attribute information of the overlay information in a vicinity of the overlay information.

14.-16. (Cancelled).

17. (Currently amended) The system of claim ~~16~~ 13, wherein the overlay display unit is configured to display the overlay information in animation, and the advertisement display unit is configured to display the advertisements in animation.

18. (Currently amended) The system of claim ~~16~~ 13, wherein the advertisement display unit is configured to determine a position for displaying ~~each~~ the second advertisement according to user attribute information of the overlay information displayed on the display screen.

19. (Previously presented) The system of claim 13, further comprising:  
a search unit configured to search the multiple Web pages to be displayed by the Web page display unit according to a user input at the comprehensive information viewing device.

20. (Original) The system of claim 13, further comprising:  
a plurality of Web page image formation devices, provided on a network to which the comprehensive information viewing device is connected, configured to obtain images of the multiple Web pages to be displayed by the Web page display unit and provide the images to the comprehensive information viewing device in response to Web page image requests from the comprehensive information viewing device.

21. (Original) The system of claim 20, wherein the Web page image formation devices obtain the images requested by the comprehensive information viewing device by acquiring data of the multiple Web page from Web servers and carrying out image formation processing for the multiple Web pages, by using existing Web browsers respectively provided in the Web page image formation devices.

22. (Previously presented) The system of claim 20, wherein each Web page image formation device has a Web page image storing unit for storing existing images of some Web pages in advance, and obtains each image by reading out the existing image stored in the Web page image storing unit when an image of a Web page requested from the comprehensive information viewing device is stored in the Web page image storing unit.

23. (Original) The system of claim 20, wherein the plurality of Web page image formation devices share a common Web page image storing unit for storing existing images of some Web pages in advance which is provided on a network to which the plurality of Web page image formation devices are connected, and obtain each image by reading out the existing image stored in the common Web page image storing unit when an image of a Web page requested from the comprehensive information viewing device is stored in the common Web page image storing unit.

24. (Original) The system of claim 20, further comprising:

a load balancing server, provided between the comprehensive information viewing device and the plurality of Web page image formation devices, configured to distribute the Web page image requests from the comprehensive information viewing device among the plurality of Web page image formation devices according to a loaded state of each Web page image formation device.

25. (Currently amended) A comprehensive information display device, comprising:

a Web page display unit configured to display multiple Web pages on a display screen, each of the Web pages being displayed at a position determined by its Web page attribute information; and

an overlay display unit configured to display overlay information between two of the multiple Web pages, the overlay information representing a number or user attribute information of users who made transitions between the two of the Web pages; and

an advertisement display unit configured to display a first advertisement each of which relates to attribute information of one of the two of the Web pages on the display screen, wherein each of the advertisements is displayed in a vicinity of a respective related the one of the two of the Web pages and a second advertisement which relates to overlay attribute information of the overlay information in a vicinity of the overlay information.

26.-28. (Cancelled).

29. (Currently amended) The device of claim 28 25, wherein the overlay display unit is configured to display the overlay information in animation, and the advertisement display unit is configured to display the advertisements in animation.

30. (Currently amended) The device of claim 28 25, wherein the advertisement display unit is configured to determine a position for displaying each the second advertisement according to user attribute information of the overlay information displayed on the display screen.

31. (Previously presented) The device of claim 25, further comprising:

a search unit configured to search the multiple Web pages to be displayed by the Web page display unit according to a user input at the comprehensive information viewing device.

32. (Currently amended) A computer usable medium having computer readable program codes embodied therein for causing a computer to function as a comprehensive information display device, the computer readable program codes ~~include~~ comprising:

a first computer readable program code for causing said computer to display multiple Web pages on a display screen of the comprehensive information display device, each of the Web pages being displayed at a position determined by its Web page attribute information; and

a second computer readable program code for causing said computer to display overlay information between two of the multiple Web pages, the overlay information representing a number or user attribute information of users who made transitions between the two of the Web pages; and

~~a second~~ third computer readable program code for causing said computer to display a first ~~advertisements each of which relates to Web page attribute information of one of the Web pages on the display screen of the comprehensive information viewing device, wherein each of the advertisements is displayed in a vicinity of the one of the~~ a respective related Web pages and a second advertisement which relates to overlay attribute information of the overlay information in a vicinity of the overlay information.

33.-35. (Cancelled).

36. (Currently amended) The computer usable medium of claim ~~35~~ 32, wherein the ~~third~~ second computer readable program code causes said computer to display the overlay



information in animation, and the ~~second~~ third computer readable program code causes said computer to display the advertisements in animation.

37. (Currently amended) The computer usable medium of claim 35 32, wherein the ~~second~~ third computer readable program code causes said computer to determine a position for displaying ~~each~~ the second advertisement according to user attribute information of the overlay information displayed on the display screen.

38. (Previously presented) The computer usable medium of claim 32, further comprising:

a fourth computer readable program code for causing said computer to search the multiple Web pages to be displayed by the first computer readable program code according to a user input at the comprehensive information viewing device.

39.-42. (Cancelled).

43. (New) The method of claim 1, wherein the step (c) displays the overlay information in particles, each particle representing each user who made a transition between the Web pages.

44. (New) The system of claim 13, wherein the overlay display unit displays the overlay information in particles, each particle representing each user who made a transition between the one of the Web pages and the other one of the Web pages.

45. (New) The device of claim 25, wherein the overlay display unit displays the overlay information in particles, each particle representing each user who made a transition between the two of the Web pages.

46. (New) The computer usable medium of claim 32, wherein the second computer readable program code displays the overlay information in particles, each particle representing each user who made a transition between the two of the Web pages.

### **REMARKS**

Upon entry of the foregoing amendments, Claims 1, 5-13, 17-25, 29-32, 36-38 and 43-46 are pending in this application. The Examiner rejected Claims 1, 4, 6-10, 13, 16, 18-22, 25, 28, 30-35, 37, and 38 under 35 U.S.C. 102(e), and rejected Claims 5, 11, 12, 17, 23, 24, 29, 36, and 39-42 under 35 U.S.C. 103(a). Claims 1, 5, 6, 13, 17, 18, 25, 29, 30, 32, 36, and 37 have been amended, new dependent Claims 43-46 have been added, and Claims 4, 16, 28, 35, and 39-42 have been cancelled in the foregoing amendment.

### **Claims 1, 5-13, 17-25, 29-32, 36-38 and 43-46**

#### **Are Patentable Over the Cited References**

The Examiner rejected Claims 1, 4, 6-10, 13, 16, 18-22, 25, 28, 30-35, 37, and 38 under 35 U.S.C. 102(e) as anticipated by U.S. Patent No. 6,928,615 to Haituka ("Haituka"), rejected Claims 5, 17, 29, 36, and 39-42 under 35 U.S.C. 103(a) as being unpatentable over Haituka, rejected Claims 11 and 23 under 35 U.S.C. 103(a) as being unpatentable over Haituka in view of U.S. Patent No. 6,754,693 to Roberts ("Roberts"), and rejected Claims 12 and 24 under 35 U.S.C. 103(a) as being unpatentable over Haituka in view of U.S. Patent No. 6,351,775 to Yu ("Yu").

#### **Claim 1**

The method for posting advertisements of amended Claim 1 requires displaying multiple Web pages so that each of the Web pages is displayed at a position determined by its Web page attribute information. The Web page attribute information is described at least at Figure 8 and the accompanying text and includes information such as classification, updated date, site size and popularity. Claim 1 also requires that a first advertisement is displayed in the vicinity of one of the Web pages based on the Web page attribute information for the Web page. Overlay information is displayed between the Web page and a second Web page and represents a number of users or user attribute information of the

users who made transitions between the two Web pages. User attribute information is described at least at Figure 9(b) and the accompanying text. A second advertisement is displayed in the vicinity of the overlay information and is based on the overlay attribute information of the displayed overlay information. Overlay attribute information is described at least at Figure 9(a) and the accompanying text.

In rejecting Claim 1, the Examiner cited Figure 3 of Haitsuka. Figure 3 illustrates only a single browser window 300 and a single client window 200 that includes an advertisement. Thus, Haitsuka does not describe displaying multiple browser windows and multiple advertisements or displaying overlay information between two displayed Web pages, as required by Claim 1.

The Examiner also cited Column 7, lines 37-49. The cited section of Haitsuka describes a menu icon and button bar icons. The menu icon provides access to a menu of additional menu items and functions. The button bar icons allow the user to access certain Web pages and/or menus. Column 7, lines 7-9. In contrast, Claim 1 recites displaying overlay information that represents a number of users or user attribute information for users who transitioned between two Web pages. Neither the menu icon nor the button bar icons provide any information about users that have visited a displayed Web page.

The Examiner also cited Column 7, line 65-Column 8, line 14 of Haitsuka. The cited section of Haitsuka describes the positioning of the client window. The client window is positioned on top of the browser window. The user can select one of several predefined locations for the window, but may not be able to hide the window. In contrast, Claim 1 requires displaying a second advertisement related to the overlay attribute information in the vicinity of the displayed overlay information. Haitsuka only describes displaying a single Web page and an advertisement. Haitsuka does not describe displaying overlay information because Haitsuka does not describe displaying information about the number of users or attributes of the users that have visited a Web page. Since Haitsuka does not describe displaying overlay information, Haitsuka cannot describe displaying an advertisement based on overlay attribute information, as required by Claim 1.

**Claims 5-12 and 43**

Claims 5-12 and 43 directly or indirectly depend from independent Claim 1. The remarks made above in support of the independent claim are equally applicable to distinguish the dependent claims from the cited references. Accordingly, Claims 5-12 and 43 should also be allowed.

**Claims 13, 17-25, 29-32, 36-38 and 44-46**

Independent Claims 13, 25 and 32 have similar limitations to Claim 1. Thus, the remarks made above in support of Claim 1 are also applicable to distinguish these claims from the cited references. Claims 17-24, 29-31, 36-38, and 44-36 depend from Claims 13, 25, or 32. Accordingly, Claims 13, 17-25, 29-32, 36-38 and 44-46 should also be allowed.

**CONCLUSION**

The foregoing is submitted as a complete response to the Office Action identified above. This application should now be in condition for allowance, and the Applicants solicit a notice to that effect. If there are any issues that can be addressed via telephone, the Examiner is asked to contact the undersigned at 404.685.6799.

Respectfully submitted,



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